

Knobbe Martens Olson & Bear LLP

Intellectual Property Law

RECEIVED
CENTRAL FAX CENTER

AUG 30 2005

550 West C Street
Suite 1200
San Diego CA 92101
Tel 619-235-8550
Fax 619-235-0176
www.kmob.com

FACSIMILE TRANSMITTAL SHEET

CONFIRMATION COPY WILL FOLLOW VIA:

- | | |
|------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> MAIL | <input checked="" type="checkbox"/> WILL NOT FOLLOW |
| <input type="checkbox"/> INTERNATIONAL AIRMAIL | <input type="checkbox"/> HAND DELIVERY |
| <input type="checkbox"/> COURIER | <input type="checkbox"/> WITH ENCLOSURES |
| <input type="checkbox"/> E-MAIL | <input type="checkbox"/> WITHOUT ENCLOSURES |

Confidentiality Notice:

The documents accompanying this facsimile transmission contain confidential information which may be legally privileged. The information is intended only for the use of the recipient named below. If you have received this facsimile in error, please immediately notify us by telephone to arrange for return of the original documents to us; and any disclosure, copying, distribution or the taking of any action in reliance on the contents of this faxed information is strictly prohibited.

TO: USPTO
FACSIMILE NO.: 571-273-8300
DOCKET NO.: DELUXE.001A
APPL. NO.: 09/550,354
FROM: Gregory A. Hermanson

NO. OF PAGES: 19 (incl. cover sheet)

DATE: August 29, 2005

TIME: 1042 pm

IF YOU DID NOT RECEIVE ALL OF THE PAGES PLEASE CALL BACK IMMEDIATELY

OPERATOR PHONE No.: (619) 235-8550

FACSIMILE NO.: (619) 235-0176

MESSAGE:

1896031
082905

Orange County
949-760-0404

San Francisco
415-954-4114

Los Angeles
310-551-3450

Riverside
951-781-9231

San Luis Obispo
805-547-5580

Docket No.: DELUXE.001A

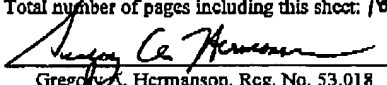
Page 1 of 1

Please Direct All Correspondence to Customer Number 20995

RECEIVED
CENTRAL FAX CENTER

AMENDMENT / RESPONSE TRANSMITTAL

AUG 30 2005

Applicant	: Weber et al.	CERTIFICATE OF FAX TRANSMISSION PTO CENTRALIZED FAX I hereby certify that this correspondence and all marked attachments, are being transmitted via facsimile to the USPTO centralized Fax No. (571) 273-8300 on the date shown below: <u>August 29, 2005</u> (Date) Total number of pages including this sheet: <u>18</u>  Gregory A. Hermanson, Reg. No. 53,018
Appl. No.	: 09/550,354	
Filed	: April 14, 2000	
For	: INTELLIGENT PERSONALIZATION SYSTEM AND METHOD	
Examiner	: Yogesh C. Garg	
Group Art Unit	: 3625	

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

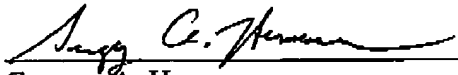
(X) Response to Office Action in seventeen (17) pages.

The fee has been calculated as shown below:

FEE CALCULATION						
FEE TYPE			FEE CODE	CALCULATION	TOTAL	
Excess Claims > 20	50	- 55 = 0	1202 (\$50)	0 x 50 =	\$0	
Independent > 3	7	- 7 = 0	1201 (\$200)	0 x 200 =	\$0	
				TOTAL FEE DUE	\$0	

() Return prepaid postcard.

(X) Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.


 Gregory A. Hermanson
 Registration No. 53,018
 Attorney of Record
 Customer No. 20,995
 (619) 235-8550

1895921/cfr/082905

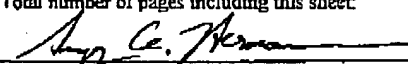
RECEIVED
CENTRAL FAX CENTER

DELUXE.001A

AUG 30 2005

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Weber et al.	CERTIFICATE OF FAX TRANSMISSION PTO CENTRALIZED FAX I hereby certify that this correspondence and all marked attachments, are being transmitted via facsimile to the USPTO centralized Fax No. (571) 273-8300 on the date shown below: <u>August 29, 2005</u> (Date) Total number of pages including this sheet:  Gregory A. Hermanson, Reg. No. 53,018
Appl. No.	: 09/550,354	
Filed	: April 14, 2000	
For	: INTELLIGENT PERSONALIZATION SYSTEM AND METHOD	
Examiner	: Yogesh C. Garg	
Group Art Unit	: 3625	

RESPONSE TO OFFICE ACTION

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action, dated July 29, 2005, Applicant respectfully submits claim amendments and remarks as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.